

SOUTHFACE - NORTH CAROLINA
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High Performance Homes from the Ground Up

May16 Lexington
May17 Louisville

Increasing Profits through Tax Incentives

May18 Louisville
May31 Covington
June1 Lexington
June23 Somerset

Advanced Selling Techniques for ENERGY STAR Windows

May31 Covington
June1 Lexington

High Performance Homes from the Ground Up

May16 Lexington
May17 Louisville

Increasing Profits through Tax Incentives

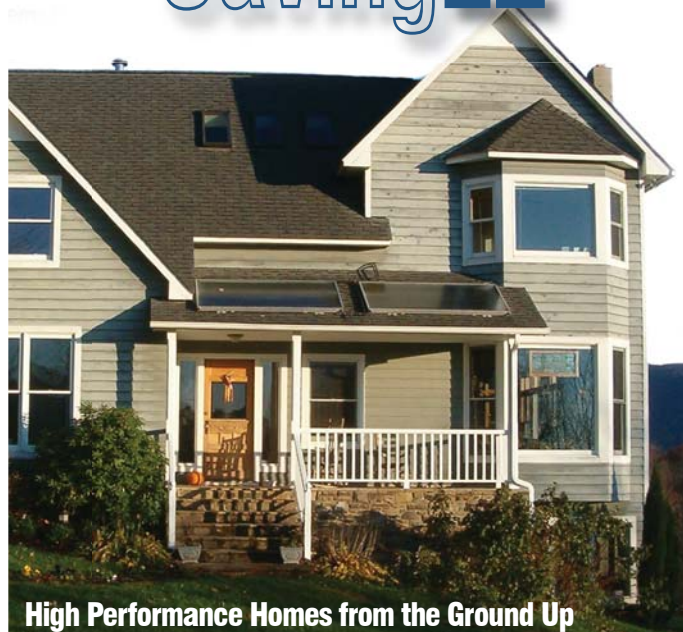
May18 Louisville
May31 Covington
June1 Lexington
June23 Somerset

Advanced Selling Techniques for ENERGY STAR® Windows

May31 Covington
June1 Lexington



Energy Efficient Buildings Make Saving EZ



The **U.S. Department of Energy** and the **Kentucky Office of Energy Policy** are pleased to announce two, full-day workshops titled “High Performance Homes from the Ground Up,” four, half-day workshops titled “Increasing Profits through Tax Incentives,” and two, half-day workshops titled “Advanced Selling Techniques for ENERGY STAR Windows” coming up this May and June in several cities in Kentucky. These workshops support the goals outlined in Governor Ernie Fletcher’s comprehensive energy strategy, *Kentucky’s Energy: Opportunities for Our Future*. (Please visit www.energy.ky.gov to view the Kentucky Energy Plan.)

The wide-ranging programs feature presenters from Southface, a nationally recognized organization with a 28-year history of providing objective, entertaining training sessions on how to build better buildings, as well as trainers from Northeast Energy Efficiency Partnerships (NEEP), a nonprofit organization dedicated to promoting energy efficiency in homes, buildings and industry.

The two, full-day workshops will focus on the practical aspects of energy efficient construction that can increase the marketability of the homes you design and build. You will learn how the house works as a system, how to make a house efficient while maintaining healthy indoor air quality, and how to evaluate efficiency options from a common-sense, bottom-line standpoint.

The four, half-day tax workshops will explain the new federal tax incentives that are part of the Energy Policy Act of 2005. These incentives are active from 2006 through the end of 2007 and focus on improving residential and commercial construction. The presenters will explain the IRS standards to qualify for the incentives, as well as best practice strategies for how to accomplish them.

The two, half-day ENERGY STAR windows workshops offer comprehensive sales expertise on these high performance windows. These sessions combine specialty sales training with technical training on ENERGY STAR products in an effective and engaging format, to enable your sales force to target customers, increase sales, and sell the advantages of ENERGY STAR products.

Cosponsors

- University of Kentucky Cooperative Extension Service
- AIA Kentucky
- Bluegrass ASHRAE
- KU and LG&E
- South Kentucky RECC
- Tennessee Valley Authority
- Touchstone Energy Cooperatives
- Home Builders Association of Kentucky
- Home Builders Association of Frankfort
- Lake Cumberland Home Builders Association
- Home Builders Association of Northern Kentucky
- Kentucky Office of Housing, Buildings, & Construction
- Louisville Metro Government



Continuing Education

Architects belonging to AIA will receive 7.5 health, safety, and welfare (HSW) learning units for attending the residential workshop, 3.5 HSW learning units for attending the tax incentive workshop, or 3.75 HSW learning units for attending the ENERGY STAR windows workshops.

Registered Builders and Remodelers belonging to the HBA of Northern Kentucky and **Builders** belonging to the Lake Cumberland HBA and the HBA of Frankfort will receive 7.5 continuing education credits for attending the residential workshop or 3.5 credits for attending the tax incentive workshop. **Registered Builders and Remodelers** belonging to the HBA of Northern Kentucky will also receive 3.5 credits for attending the ENERGY STAR windows workshops, and **Builders** belonging to the Lake Cumberland HBA will receive 4 hours for attending this training. Louisville Metro **Residential Contractors** will receive 6 credits for attending the high performance home workshop only.

Building Code Inspectors will receive 7.5 continuing education credits for attending the high performance home workshop only.

HVAC Professionals will receive 8 continuing education credits towards a Master’s and/or Journeyman’s license for attending the residential workshop or 4 credits for attending the tax incentive workshop.

WhoShouldAttend

- Builders & general contractors
- Architects & engineers
- Code enforcement officials & home inspectors
- Local & state construction offices
- Mechanical & insulation subcontractors
- Representatives of utility companies
- Suppliers of lighting, HVAC, & controls
- Developers, realtors, & appraisers
- Window manufacturers, distributors, & retailers
- Energy specialists & other building professionals
- Anyone interested in learning more about energy efficient tax incentives, high performance windows, and making tomorrow's buildings better

YourTrainers

Southface is one of the leading energy training organizations in the nation and has conducted over 300 trainings on energy-efficient, high performance buildings. Southface has presented educational programs ranging from home building workshops to corporate trainings in Japan. Southface has also developed dozens of comprehensive publications, as well as the EarthCraft House™ program, the annual Greenprints conference and the Eco Office (currently under construction).

Northeast Energy Efficiency Partnerships (NEEP) is the organization leading the ENERGY STAR windows sales trainings. NEEP is involved in many regionally coordinated energy efficiency activities. Its ENERGY STAR Windows Initiative aims to change the residential market for high efficiency window products by making ENERGY STAR windows a preferred consumer choice. The "Advanced Selling Techniques for ENERGY STAR Windows" workshops allow NEEP to build on their success in the Northeast in order to benefit Kentucky.



Southface
Responsible Solutions for Environmental Living

Northeast Energy Efficiency Partnerships, Inc.



www.neep.org

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P.O. Box 348; Boone, NC 28607
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www.southface.org



High Performance Homes from the Ground Up

Agenda

- 8:00

Registration
- 8:30

Introduction
- 8:45

New Findings in Building Science and High Performance Homes
 - Mold and Moisture
 - Energy Savings from Different Construction Procedures
 - Indoor Air Quality and Ventilation
 - State-of-the-Art HVAC
 - Update on Recent Research Projects
- 11:00

Step-by-Step Construction Procedures to Achieve High Performance Foundation Systems (*base-ment walls, slabs, crawlspace walls*)
- noon

Lunch (*provided*)
- 1:00

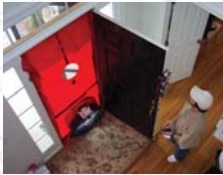
Tax Credits and Incentive Programs for High Performance Homes
- 1:30

Step-by-Step Construction Procedures to Achieve High Performance (*continued*)
 - Framing and Finish Systems (*details for air sealing, insulation, and moisture control*)
 - HVAC Design and Specifications
 - Lighting and Appliances
 - Economic Analysis of the High Performance Home
 - Beyond High Performance: Zero Energy Homes
- 4:30

Questions and Answers
- 4:45

Evaluation
- 5:00

Adjourn



Increasing Profits through Tax Incentives

Agenda

- 8:00

Registration
- 8:30

Introduction
 - Economics and Cash Flow of Energy Saving Investments
 - ENERGY STAR and Green Buildings
- 9:15

Federal Tax Credits for Residences: Rules and Procedures
 - New Homes (*showing 50% savings, how to apply*)
 - Retrofit Measures
 - Solar Technologies
- 11:00

Federal Tax Credits for Commercial Buildings: Rules and Procedures
 - New Buildings (*showing 50% savings, how to apply*)
 - Retrofit Measures
 - Solar Technologies
- 11:45

Questions and Answers; Evaluation
- noon

Adjourn (*Lunch provided in Covington & Lexington*)



Advanced Selling Techniques for ENERGY STAR Windows

Agenda

- noon

Lunch (*provided*)
- 1:00

Welcome and Introductions
- 1:15

ENERGY STAR Survey and Presentation
- 2:00

Communication Styles Training Self Assessment and Style Profiles
- 2:45

Break
- 3:00

Communication Skills Training (*continued*)
- 3:45

Selling ENERGY STAR Windows
- 4:45

Conclusion
- 5:00

Adjourn

RegistrationForm

Name: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____

FAX: _____

E-mail: _____

____ Architect ____ Engineer ____ Builder/Gen Contractor

____ Building Code Official ____ Utility Representative

____ HVAC Contractor ____ Other: _____

High Performance Homes from the Ground Up

8am-5pm **Workshop Fee \$50**
____ 5/16/06, Four Points Sheraton, Lexington
____ 5/17/06, Clarion Hotel & Conference Center, Louisville

Increasing Profits through Tax Incentives

8am-noon **Workshop Fee \$20**
____ 5/18/06, Clarion Hotel & Conference Center, Louisville
____ 6/23/06, South KY RECC Auditorium, Somerset

* Double Feature Opportunities *

Increasing Profits through Tax Incentives

8am-noon **Workshop Fee \$25**
____ 5/31/06, Radisson Riverfront, Covington
____ 6/1/06, Four Points Sheraton, Lexington

Advanced Selling Techniques for ENERGY STAR Windows

1pm-5pm **Workshop Fee \$25**
____ 5/31/06, Radisson Riverfront, Covington
____ 6/1/06, Four Points Sheraton, Lexington

Type of payment (circle): Check (# _____) Credit

Type of card (circle): MasterCard Visa

Credit Card #: _____

Expiration Date: _____

Signature: _____

Please make checks payable to **Southface**, and mail or fax this registration form to:

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